

# Troy Spindler



# Troy Spindler

- Background as a builder
- Home Remodels and custom homes



# Toward Home Performance

- Construction downturn
- Looked for new ways to help home-owners solve problems
- Reactivated GC License



# Building Science Training

- Learning new skills
- Understanding the whole house



# Doing the Work

- Auditor
  - BPI/RESNET training
- Retrofit – mix of skill levels
  - Crew leads with advanced experience
  - Sub out portions of retrofit work
- Test-out
  - Qualified building science professional



# Generating Leads

- Building from your existing networks
  - Going back to customers who know you, with new solutions
- Outreach to community groups, SLO Green Build, Chamber of Commerce.
  - Community education to get the



# More Market Demand

- Capitalize on new incentive programs
- Growing homeowner awareness about energy efficiency, Home Performance
- More local Home Performance companies = more market awareness = more customers for all



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# Lessons Learned

- Home Performance solutions are sellable
- Growing homeowner awareness about energy efficiency, Home Performance
- More local Home Performance companies = more market awareness = more customers for all



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[troy@centralcoastgreenhouse.com](mailto:troy@centralcoastgreenhouse.com)

(805) 704-6030

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